

ARTS AND HERITAGE DAY 2018

February 6, 2018

PROGRAM

1. Outline

The Washington Museum Association (WaMA) joined with the Washington State Arts Alliance in 2011 to present the first Arts and Heritage Day at the Legislature. Prior to that time, each organization held separate “days” at the legislature. Museum Day was established by the museum association in 2006.

In 2018, with input from WaMA, WSHS Outreach developed a full day of workshops for arts and heritage professionals prior to the kick-off event, Arts and Heritage Reception hosted by WaMA at the Lord Mansion.

2. Project Scope

The 2018 workshop focused on advocacy and public sector funding resources.

The schedule included:

Effective Advocacy. A two-hour workshop on how to improve your message, build a community of supporters and strengthen the effectiveness of your nonprofit for better outcomes. This presentation that advances the needs of non-profits in the arts and heritage sector. Remember, nonprofits add over 230 thousand jobs to our state and provide \$5 billion worth of volunteer services to make communities better. Leverage that value by learning how to be an effective advocate for your organization. 9-11 AM

Presented by David Streeter of Washington Nonprofits

Panel Presentation. A pre-lunch panel discussion featuring a leading arts and heritage focused capital campus based lobbyists, the insight from a recently retired and long serving state senator, and the thoughts of an experienced museum director leading the advocacy for an arts institution. 11:15 to 12:30 with Q and A.

Moderator Susan Rohrer. Panelists:

Retired State Senator Karen Fraser, 28 years in the legislature

Mike Groesch, Groesch Associates, Long time legislative aid, now principal lobbyist for Eastern Washington Historical Society, Humanities Washington, Washington Trust for Historic Preservation, Boeing Corporation.

Richard Beckerman, COO Seattle Art Museum. Longtime museum development and strategic planner.

Money for Heritage: Getting Ready.

Announcing the Washington State Historical Society's Heritage Capital Projects next grant cycle! The 2018 application deadline for the Heritage Capital Projects program will be announced at this session for grant funding for the 2019-2021 biennium.

If you are looking for money for heritage in the areas of new construction, improvements to existing structures or landscapes, acquisition of property, or historic preservation of buildings, this session is for you. Lissa Kramer, Heritage Capital Projects Manager, will be presenting updates to funding guidelines, evaluation criteria, and other helpful information on preparing to apply. Guest presenters will also share some strategies for developing matching funds such as local grant sources, community fundraising, and alternative financing for completing capital campaigns.

If you have a project that is shovel ready, you need to attend this session. If you are considering a capital project in the future, you should attend to start thinking now about how a Heritage Capital Projects grant can help you achieve your organization's goals. Nonprofits, local governments, tribal governments, and public development authorities are eligible to apply. 1:30-3:30.

Presenters:

Lissa Kramer, Heritage Capital Projects Fund Administrator

Nicholas Vann, Historical Architect, Office of Archaeology and Historic Preservation

Susan Rohrer, Presenting "Funding Resources for Heritage"

3. Results

45 People registered for the workshop and over 50 attended. People were very pleased with the workshop and found the advocacy workshop and the panel discussion of most value. Group discussion and extended Q & A contributed to the workshop running over the 3:30 PM closure.

Participants came from across the state including Whitman County in SW Washington and Okanogan County in NC Washington.

4. Arts and Heritage Day Reception

Presented and hosted by the Washington Museum Association, the reception was attended by nearly 100 representatives from arts and museum organizations from across the state. Agency Directors from Northwest Museum of Arts and Culture; ArtsWA; Humanities Washington; WSHS Head of Audience Engagement; Washington Trust for Historic Preservation and many others.

Prepared by Susan Rohrer February 12, 2018